

*111 Col. App. 1000
Unid. Comm.
Standards*



State of New Jersey

GLASSBORO STATE COLLEGE
GLASSBORO, NEW JERSEY 08028

DEPARTMENT OF GEOGRAPHY / ANTHROPOLOGY

April 5, 1984

Cur. Com. Ad-Hoc Report

The Ad Hoc Committee on the Communications Major Changes has agreed to recommend the adoption of a 123 hour credit program for Journalism, Speech/Communications and Liberal Arts (Communications). These programs will include: 60 hours of general education, 39 hours of required work in the major area, 21 hours of free electives and 3 hours of Physical Education.

The Ad Hoc Committee also recommends the adoption of a 126 credit hour program for majors in Public Relations, Advertising and Radio/Television/Film. These programs will include: 60 hours of general education, 42 hours of required work in the major area, 21 hours of free electives and 3 hours of Physical Education.

Though the 42 hours of major coursework exceeds the 39 hours recommended in the guidelines, the exception is requested for a specific reason. The various Communications programs will be evaluated in 1984-1985 and/or 1985-86. The Communications Department, at the time of its evaluation, will also seek official accreditation by the Public Relations Society of America and the Association for Journalism and Mass Communications. The 42 hour required program, as stated in the proposal, is tailored to meet the recommended courses required for this professional certification.

In the light of this fact, recognizing the need of Communications to meet both State and official professional standards, the Ad Hoc Committee recommends that:

- 1) a waiver of the recommended 39 hour major requirement be granted, allowing the program to be increased to 42 credit hours, and
- 2) the extension of the total credit hours in the program to 126.

*A reasonable solution
to a long standing
controversy I see
Approved HPC/JS
6/19/84*



State of New Jersey

GLASSBORO STATE COLLEGE
GLASSBORO, NEW JERSEY 08028

COMMUNICATIONS DEPARTMENT
609-445-7187

February 23, 1984

We request that the Communications Department be granted an exception which will allow our majors to count Fundamentals of Communication 101 and 102 as designated requirements in General Education.

We are certain that the authors of the General Education model never intended to place an unnecessary burden on any group of students. Without the exception, our majors will be forced to take an additional six hours of General Education courses from the writing/speaking bank.

Sincerely,

Benjamin Resnik/cn

Benjamin Resnik, Chairperson
Communications Department
Curriculum Committee

BR/cn

*I Rec approved
KPC/cls 6/19/84*

RATIONALE FOR SPECIALIZATION

The changes were made to fit the new B.A. requirements and the new general education models. In addition, specializations were updated in light of professional expectations of our graduates and changes within the fields.

COMMUNICATIONS MAJOR

Advertising Specialization

General Education	60
Communications	
College Composition I and II	6
Science and Mathematics	12
Social and Behavioral Sciences	18
Psychology choice - 3	
Sociology choice - 3	
Macro or Microeconomics - 3	
History, Humanities and Languages	18
Literature choice - 3	
History or Philosophy choice - 3	
Semantics - 3	
Arts	6
	Total Gen. Ed. <u>60</u>
Health & Physical Education	3
Major Requirements	33
Introduction to Advertising - 3	
Principles of Marketing - 3	
Magazine & Newspaper Copywriting - 3	
Media Planning - 3	
Advertising Copywriting, Storyboarding - 3	
Advertising Campaigns - 3	
Introduction to Public Relations - 3	
Mass Media - 3	
Communications Theory - 3	
Publication Layout and Design - 3	
Communications Field Experience - 3-6	
Related Electives - 9 from among the following	
Introduction to Survey Research - 3	
Direct Response Advertising - 3	
Communications Law - 3	
Marketing and Consumer Behavior - 3	
Retail Sales Promotion - 3	
Salesmanship and Sales Force Management - 3	
Product, Price and New Venture - 3	
Free Electives: 21	

TOTAL 126

COMMUNICATIONS MAJOR

Radio-TV-Film Specialization

General Education	60
Communications	
College Composition I and II	6
Science and Mathematics	12
Social and Behavioral Sciences	18
Psychology choice - 3	
Sociology choice - 3	
Economics or Political Science choice - 3	
History, Humanities and Language	18
Literature choice - 3	
History or Philosophy choice - 3	
Semantics - 3	
Arts	6
	Total Gen. Ed. 60
Health & Physical Education	3
Major Requirements	24
Mass Media - 3	
Communications Theory - 3	
Introduction to Broadcasting - 3	
Film History and Appreciation I - 3	
Radio Broadcasting - 3	
Film Theory and Techniques I - 3	
TV Production I - 3	
R/TV Management and Programming - 3	

Related Electives: Group I 6 credits from among the following:

Electives for Group I should be courses in Communication Business or Management which will augment the broadcasting experience. Such courses may include, but are not limited to:

- Introduction to Advertising - 3
- Introduction to Public Relations - 3
- Principles of Marketing - 3
- Introduction to Management - 3
- Process of Management - 3
- Salesmanship - 3
- Management of Personnel - 3
- Management Communications & Public Relations - 3
- Persuasion and Social Influence - 3
- Media Planning - 3
- Introduction to Survey Research - 3
- Communications Law - 3

Related Electives: Group II 6 credits from among the following:

These should be courses in which the primary emphasis is on writing.

Creative Writing - 3
Film Scenario Writing - 3
Journalistic Writing - 3
Advanced Writing - 3
Broadcast Journalism - 3
Occupational Writing - 3
Magazine Article Writing - 3

Related Electives: Group III 6 credits from among the following:

These should be courses in techniques, advanced production or production or professional experience. Such courses may include, but are not limited to:

TV Program Packaging - 3
Film Theory and Technique - 3
Colloquium - 3
American Film Directors - 3
General Photography - 3
Introduction to Computers - 3
Techniques of Documentary Films - 3
Film History II - 3
Photojournalism - 3
Communications Field Experience - 3-6
Advanced Filmmaking - 3
Communications Technology - 3
Communications Through Literature and Film I - 3
Communications Through Literature and Film II - 3
Images of Women in Film - 3

Free Electives: 21 credits

TOTAL 126

COMMUNICATIONS MAJOR

Journalism Specialization

General Education	60
Communications	
College Composition I & II	6
Science and Mathematics	12
Social and Behavioral Sciences	18
Psychology choice - 3	
Sociology choice - 3	
Economics or Political Science choice - 3	
History, Humanities and Languages	18
Literature choice - 3	
History or Philosophy choice - 3	
Semantics - 3	
Arts	6
	Total Gen. Ed. 60
Health and Physical Education	3
Major Requirements	27
Mass Media - 3	
Communications Theory - 3	
Government Sources for Journalists - 3	
News Reporting I - 3	
News Reporting II - 3	
Special Journalistic Writing - 3	
Copyediting - 3	
Problems in Contemporary Journalism - 3	
Communications Law - 3	
Related Electives: 12 credits from among the following:	
Magazine Article Writing - 3	
Publication Layout & Design - 3	
Photojournalism - 3	
Composition Systems/Copy Preparation - 3	
Communications Field Experience - 3-6	
Free Electives: 21 credits of which at least 12 are urged to be used to build a second specialization, after consultation with your academic advisor.	

TOTAL 123

COMMUNICATIONS MAJOR

Public Relations Specialization

General Education	60
Communications	
College Composition I & II	6
Science and Mathematics	12
Introduction to Computer Science - 3	
Social and Behavioral Sciences	18
Psychology choice - 3	
Sociology choice - 3	
History, Humanities and Languages	18
Literature choice - 3	
History or Philosophy choice - 3	
Economics or Political Science choice - 3	
Arts	6
	Total Gen. Ed. 60
Health & Physical Education	3
Major Requirements	33
Mass Media - 3	
Communications Theory - 3	
Introduction to Public Relations - 3	
Advanced PR Writing & Strategies - 3	
Case Studies in PR - 3	
Public Relations Planning - 3	
News Reporting I - 3	
Publication Layout and Design - 3	
Introduction to Survey Research - 3	
Introduction to Advertising - 3	
Communications Field Experience - 3-6	
Related Electives: 9 from among the following:	
Introduction to Management - 3	
Principles of Marketing - 3	
Magazine Article Writing - 3	
Special Journalistic Writing - 3	
Communications Law - 3	
Social Psychology - 3	
Small Group Communications - 3	
TV Production I - 3	
Composition Systems/Copy Preparation - 3	
Introduction to Broadcasting - 3	
Free Electives: 21	

TOTAL 126

COMMUNICATIONS MAJOR

Speech Communications Specialization

General Education	60
Communications	
College Composition I & II	6
Science and Mathematics	12
Social and Behavioral Sciences	18
Psychology or Sociology choice - 3	
Economics or Political Science choice - 3	
History, Humanities and Languages	18
Literature or Language choice - 3	
History or Philosophy choice - 3	
Semantics - 3	
Arts	6
	Total Gen. Ed. 60
Health & Physical Education	3
Major Requirements	39
A. Foundations Courses - 9	
Public Speaking - 3	
Voice and Articulation - 3	
Oral Interpretation - 3	
B. Application 9 from among the following:	
Small Group Communications - 3	
Argumentation and Debate - 3	
Interpersonal Speech - 3	
Advanced Public Speaking - 3	
C. Theory and Research - 6	
Seminar in Speech Communications - 3	
Persuasion and Social Influences - 3	
Rhetorical Criticism - 3	
D. Related Courses 15 from among the following:	
Linguistics - 3	
Psychology of Communications - 3	
Colloquium in Communications - 3	
Broadcast Journalism - 3	
Introduction to Broadcasting - 3	
Introduction to Advertising - 3	
Introduction to Public Relations - 3	
News Reporting I - 3	
Required - Communications Theory - 3	
Required - Mass Media - 3	
Free Electives: 21	

TOTAL 123